

Program Change Request

Date Submitted: 07/24/17 4:58 pm

Viewing: **RETLBS : Retail, Bachelor of Science in Business Administration**

Last approved: 05/25/17 11:41 am

Last edit: 09/04/17 11:54 am

Changes proposed by: kboston

Catalog Pages Using this Program [Retail B.S.B.A.](#)
[Retail \(RETL\)](#)

Submitter:	User ID:	crsleaf1	Phone:	5-7631
Program Status	Active			
Academic Level	Undergraduate			
Type of proposal	Major/Field of Study			
Select a reason for this modification				
Making Minor Changes to an Existing Degree (e.g. changing 15 or fewer hours, changing admission/graduation requirements, adding Focused Study)				
Are you adding a concentration?	No			
Are you adding a track?	No			
Are you adding a focused study?	No			
Effective Catalog Year	Fall 2018			
College/School Code	Walton College of Business(WCOB)			
Department Code	Department of Marketing(MKTG)			
Program Code	RETLBS			
Degree	Bachelor of Science in Business Administration			
CIP Code	52.0212 - Retail Management.			
Program Title	Retail, Bachelor of Science in Business Administration			
Program Delivery Method	On Campus			
Is this program interdisciplinary?				
No				
Does this proposal impact any courses from another College/School?				
No				
What are the total hours needed to complete the program?	120			

In Workflow

1. WCOB Dean Initial
2. Director of Program Assessment and Review
3. Registrar Initial
4. MKTG Chair
5. WCOB Curriculum Committee
6. WCOB Faculty
7. WCOB Dean
8. Global Campus
9. Provost Review
10. University Course and Program Committee
11. Faculty Senate
12. Provost Final
13. Provost's Office-- Notification of Approval
14. Registrar Final
15. Catalog Editor Final

Approval Path

1. 07/24/17 4:59 pm
Karen Boston (kboston):
Approved for WCOB Dean Initial
2. 09/04/17 11:55 am
Alice Griffin (agriffin): Approved for Director of Program Assessment and Review
3. 09/06/17 8:51 pm
Lisa Kulczak (lkulcza): Approved for Registrar Initial
4. 09/08/17 10:21 am
Jeff Murray (jmurray): Approved for MKTG Chair
5. 09/08/17 10:36 am
Karen Boston (kboston):
Approved for WCOB Curriculum Committee
6. 10/02/17 5:05 pm
Karen Boston (kboston):
Approved for WCOB Faculty
7. 10/02/17 5:13 pm
Karen Boston

Program Requirements and Description

Requirements

Retail Major Requirements

The retail major requires 24 hours of major and collateral courses in the discipline as well as satisfying the other requirements for the B.S.B.A. degree. A maximum of 27 hours is allowed in a retail major or discipline field of study (i.e., core, major, electives) unless the extra courses are part of an interdisciplinary minor or collateral track. See an adviser for selection of courses.

(kboston):
Approved for WCOB
Dean
8. 10/04/17 5:25 pm
Kiersten Bible
(kbible): Approved
for Global Campus
9. 10/05/17 3:53 pm
Terry Martin
(tmartin): Approved
for Provost Review

History

1. Aug 15, 2014 by
Leepfrog
Administrator
(clhelp)
2. Feb 2, 2015 by
Karen Boston
(kboston)
3. Mar 16, 2015 by
Charlie Alison
(calison)
4. Mar 16, 2015 by
Charlie Alison
(calison)
5. Mar 23, 2015 by
Charlie Alison
(calison)
6. Jun 10, 2015 by
Charlie Alison
(calison)
7. Jul 24, 2015 by
Charlie Alison
(calison)
8. May 25, 2017 by
Lisa Kulczak
(lkulcza)

Major Course Requirements in All Concentrations

<u>MKTG 3553</u>	Consumer Behavior (Sp, Fa)	3
<u>MKTG 3633</u>	Marketing Research (Sp, Fa)	3
<u>MKTG 4433</u>	Retail Strategy (Sp, Fa)	3
<u>MKTG 4443</u>	Retail Buying and Merchandise (Sp, Fa)	3

Select four from a single concentration: 12

Accounting Concentration

<u>ACCT 3723</u>	Intermediate Accounting I (Sp, Fa)
<u>ACCT 3753</u>	Intermediate Accounting II (Sp)
<u>ACCT 4673</u>	Product, Project and Service Costing (Fa)
<u>ACCT 4753</u>	

Economics Concentration

<u>ECON 3033</u>	Microeconomic Theory (Sp, Su, Fa)
<u>ECON 3133</u>	Macroeconomic Theory (Sp, Fa)
<u>ECON 4333</u>	Economics of Organizations (Fa)
<u>ECON 4633</u>	International Trade (Sp, Fa)
<u>ECON 4643</u>	International Macroeconomics and Finance (Sp, Fa)

Finance Concentration

<u>FINN 3013</u>	Financial Analysis (Sp, Su, Fa)
<u>FINN 3053</u>	Financial Markets and Institutions (Sp, Su, Fa)
<u>FINN 3603</u>	Corporate Finance (Sp, Su, Fa)

And select one of the following:

<u>FINN 3623</u>	Risk Management (Sp, Fa)
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FINN 3703	International Finance (Sp, Su, Fa)
FINN 3933	Real Estate Principles (Sp, Fa)
Information Systems Concentration	
ISYS 2263	Principles of Information Systems (Sp, Fa)
ISYS 4213	ERP Fundamentals (Sp, Fa)
ISYS 4243	Current Topics in Computer Information (Irregular)
ISYS 4293	Business Intelligence (Sp)
Management Concentration	
MGMT 3933	Entrepreneurship and New Venture Development (Sp, Fa)
MGMT 4243	Ethics and Corporate Responsibility (Sp, Fa)
MGMT 4253	Leadership (Sp, Fa)
MGMT 4263	Organizational Change and Development (Sp, Fa)
MGMT 4433	Small Enterprise Management (Sp)
MGMT 4583	International Management (Sp, Fa)
MGMT 4943	Organizational Staffing (Sp, Fa)
MGMT 4953	Organizational Rewards and Compensation (Sp, Fa)
Marketing Concentration	
MKTG 3653	Category Management Topics (Irregular)
MKTG 4003H	Honors Marketing and Transportation Colloquium (Fa)
MKTG 4103	Marketing Topics (Irregular)
MKTG 4233	Integrated Marketing Communications (Sp, Fa)
MKTG 4343	Selling and Sales Management (Sp, Fa)
MKTG 4513	Nonprofit Marketing (Sp, Fa)
MKTG 4633	Global Marketing (Sp, Fa)
MKTG 4853	Marketing Management (Sp, Fa)
Supply Chain Management Concentration	
SCMT 3443	Transportation and Distribution Management (Sp, Fa)
SCMT 3613	Supply Management (Sp, Fa)
SCMT 3623	Advanced Inventory Management and Forecasting (Sp, Fa)
SCMT 3643	International Transportation and Logistics (Sp, Fa)
SCMT 4633	Logistics Provider and Carrier Management (Sp, Fa)
SCMT 3653	Retail Supply Chain Analysis (Sp, Fa)
Select three hours from the following:	
3 hours of 3000/4000 level SCMT	
General Retail Concentration	
Select one from four different areas:	
Economics	
ACCT 3723	Intermediate Accounting I (Sp, Fa)
ECON 3033	Microeconomic Theory (Sp, Su, Fa)
ECON 3133	Macroeconomic Theory (Sp, Fa)
ECON 4333	Economics of Organizations (Fa)
ECON 4633	International Trade (Sp, Fa)
ECON 4643	International Macroeconomics and Finance (Sp, Fa)
Finance	
FINN 3013	Financial Analysis (Sp, Su, Fa)
FINN 3053	Financial Markets and Institutions (Sp, Su, Fa)
FINN 3603	Corporate Finance (Sp, Su, Fa)
FINN 3623	Risk Management (Sp, Fa)
FINN 3703	International Finance (Sp, Su, Fa)
FINN 3933	Real Estate Principles (Sp, Fa)
FINN 4833	Property and Casualty Insurance I (Sp)
Information Systems	
ISYS 2263	Principles of Information Systems (Sp, Fa)
ISYS 4243	Current Topics in Computer Information (Irregular)
ISYS 4213	ERP Fundamentals (Sp, Fa)
Management	
MGMT 4243	Ethics and Corporate Responsibility (Sp, Fa)
MGMT 4253	Leadership (Sp, Fa)
MGMT 4263	Organizational Change and Development (Sp, Fa)
MGMT 4943	Organizational Staffing (Sp, Fa)
MGMT 4953	Organizational Rewards and Compensation (Sp, Fa)
MGMT 4433	Small Enterprise Management (Sp)
Marketing	

MKTG 3633	Marketing Research (Sp, Fa)
MKTG 3653	Category Management Topics (Irregular)
MKTG 4233	Integrated Marketing Communications (Sp, Fa)
MKTG 4343	Selling and Sales Management (Sp, Fa)
MKTG 4633	Global Marketing (Sp, Fa)
Supply Chain Management	
SCMT 3443	Transportation and Distribution Management (Sp, Fa)
SCMT 3613	Supply Management (Sp, Fa)
SCMT 3653	Retail Supply Chain Analysis (Sp, Fa)

Maximum of 27 hours of MKTG courses in department (core, major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor or collateral track.

Junior/Senior Business Electives

12

8-Semester Plan

Retail B.S.B.A. Eight-Semester Degree Program

Students wishing to follow the eight-semester degree plan should see the [Eight-Semester Degree Policy](#) for university requirements of the program. Courses in BOLD must be taken in the designated semester. Courses in ITALIC may be taken in varied sequences as long as other designated requirements for these courses are met. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

First Year	Units
	FallSpring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Sp, Su, Fa)	3
MATH 2053 Finite Mathematics (Sp, Su, Fa)	3
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Sp, Su, Fa)1	3
WCOB 1111 Freshman Business Connection (Fa)	1
BLAW 2013 The Legal Environment of Business (ACTS Equivalency = BLAW 2003) (Sp, Su, Fa)13	13
ISYS 1120 Computer Competency Requirement (Sp, Su, Fa)	0
U.S. History or Political Science— University Core	3
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Sp, Su, Fa)	3
ACCT 2013 Accounting Principles (Sp, Su, Fa)	3
WCOB 1033 Data Analysis and Interpretation (Sp, Su, Fa)	3
ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203) (Sp, Su, Fa)	3
Natural Science – University Core	4
Year Total:	16 16

Second Year	Units
	FallSpring
MGMT 2053 Business Foundations (Sp, Su, Fa)	3
or ACCT 2023 Accounting Principles II (Sp, Su, Fa)	
ISYS 2103 Business Information Systems (Sp, Su, Fa)1	3
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) (Sp, Su, Fa)2	3
Social Science – University Core	3
Fine Art/Humanities – University Core	3
SCMT 2103 Introduction to Supply Chain Management (Sp, Fa)1	3
MGMT 2103 Managing People and Organizations (Sp, Su, Fa)1	3
ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) (Sp, Su, Fa)2	3
Fine Art/Humanities – University Core	3
Natural Science – University Core	4
ALL pre-business requirements should be met by end of term	
Year Total:	15 16

Third Year	Units
	FallSpring
MKTG 3433 Introduction to Marketing (Sp, Su, Fa)1	3
FINN 3043 Principles of Finance (Sp, Su, Fa)1	3
Retail Concentration	3
Junior Senior Business Electives	6
MKTG 3553 Consumer Behavior (Sp, Fa)	3
MKTG 4433 Retail Strategy (Sp, Fa)	3
MGMT 3013 Strategic Management (Sp, Su, Fa)	3
Retail Concentration	6
Year Total:	15 15

Fourth Year	Units	
	Fall	Spring
MKTG 4443 Retail Buying and Merchandise (Sp, Fa)	3	
Junior Senior Business Elective	6	
General Education Electives	3	
Retail Concentration		3
Junior Senior Business Elective		3
General Education Electives		9
Year Total:	12	15
Total Units in Sequence:	120	
1 Must be completed prior to MGMT 3013 .		
2 Must be completed prior to taking any 3000 or 4000 level business electives.		

No	Are Similar Programs available in the area?
Estimated Student Demand for Program	40
Scheduled Program Review Date	2021-2022 n/a
Program Goals and Objectives	
Program Goals and Objectives	
n/a	
Learning Outcomes	
Learning Outcomes	
n/a	

Description and justification of the request

Description of specific change	Justification for this change
Changing required courses of SCMT 3623, 3643, or SCMT 4633 to SCMT 3653 and three hours from 3000/4000 level SCMT courses.	Expand course options to fulfill requirements for supply chain management course requirements within the Retail Major concentrations.

Upload attachments

Reviewer Comments **Alice Griffin (agriffin) (09/04/17 11:54 am):** Inserted 120 to total hours field. Inserted program review date. Moved description to justification field and created description. College is encouraged to review and edit as appropriate.

Key: 122